

Media Directories

There is something probably 99 percent of the Corps of Engineers family looks over and that is the annually updated, state media directories. And, many of these are free, but if there is a charge it will be nominal.

These softbound directories range in size from 5 x 7-inch to 8 x 10-inch, and many are mailed free for the asking. The major telephone companies publish them annual or semi-annually. Corporate and Community Affairs is the office normally you will need to contact.

You may be saying, but why are these little directories so important? This little jewel will bring instant information to your fingertips. The Directory will answer a wide range of questions from: how to spell the congresswoman's name and her press secretary's phone number, the new editor's name down in Podunk, the zip code for Radio Station KXXX, the call letters for television Channel 49, the executive director for the press association, the number of public television stations in the state, the forgotten name of the college newspaper, and a contact at the wire services across the state.

See, this ready reference booklet or guide for directory is invaluable.

Let's take a look at the *Kentucky News Medic Directory* as our example. Here's what it contains:

1. General News Media, by city. It has the name of the newspaper, radio or television station, address, and telephone number. Also provided are names of the current representatives who lead the media outlets, e.g., editors, publishers, station managers, bureau chiefs, etc. Some list the editor or station manager's home telephone number.

2. Collegiate Media, by city and college or university, with the same information as above.

3. Wire and News Services, by city and services. Beside UPI and AP the Kentucky Network of Louisville is listed.

4. Public Television, by city. A small section is presented with who's where.

5. Association, by association. In Kentucky there are three: Kentucky Broadcasting, Kentucky Press and Kentucky Cable Television.

6. Kentucky State Government, by names, offices and titles. Each senator and congressperson is shown with press secretary. The Governor's office Press Secretary, Division of Disaster and Emergency Services, and Director of Public Information for Kentucky's Attorney General's Office are shown.

7. Kentucky Media, county by county. Listed in alphabetical order with only the county, city with media.

8. A map of Kentucky's Local Calling Zones.

9. Frequently Called Numbers. The last two pages are for you to add to your directory with additional information.

Now you know why this small inconspicuous looking directory is so important to your office.

The *Gale Directory of Publications and Broadcast Media* data is listed in the "Magazine" chapter. It is a large nationwide volume that is updated yearly.

Let your fingers do your media "walking."
Good luck.